



WPTV

ORDER

Print Date 08/31/12

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Flight Dates 09/03/12-09/04/12

Contract / Revision 309602 /

Original Date / Revision
08/29/12 08/29/12

Advertiser West / Republican / Congress

Agency Strategic Media Services

Buying Contact

3299 K Street NW - Suite 200
Washington, DC 20007Primary Account Executive
Marta Salazar-Perren

Account Executive	Order%	Start Date	End Date
Marta Salazar-Perren	100%		

Product

Allen West for Congress

Agency Com 15%

Billing Contact

3299 K Street NW - Suite 200
Washington, DC 20007

Sales Office EWSDC

Sales Region NAT

Agency Ref 2

Order Sep 00:20:00

Estimate # Order # 59 w/o 9/3

Alt Order #

Billing Type Cash

Order Type GENERAL

Billing Cycle EOM/EOC

Billing Calendar BROADCAST

Demographic A25-54

Rev Codes POL POL CAND

Product Codes PL

Priority P-1

Advertiser Ref

Order Share 46% Market Value 83108

Competing Station	% of Order	Amount
CABLE	%	0
UNKWN	54%	44878
WFGC	%	0
WFLX	%	0
WPBF	%	0
WPEC	%	0
WPPB	%	0
WPXP	%	0
WTCE	%	0
WTCN	%	0
WTVX	%	0
WXEL	%	0

Order Totals

Month	# of Spots	Net Amount	Gross Amount	Rating
September 2012	67	\$32,495.50	\$38,230.00	0.00
Totals	67	\$32,495.50	\$38,230.00	0.00

Billing Plan

Start Date	End Date	# Spots	Net Amount	Gross Amount
08/27/12	09/04/12	67	\$32,495.50	\$38,230.00

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Totals Spots Amount	
E 1	WPTV	09/03/12	09/04/12	M-F 7-9a M-F 7-9a	CM	7-9a	11-----	:30	2	\$1,200.00	P-2	0.00	NM	2	\$2,400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>					
		Week: 09/03/12	09/09/12	11-----		2		\$1,200.00		0.00					
E 2	WPTV	09/03/12	09/04/12	M-F 12n-1p M-F 12n-1p	CM	12-1p	11-----	:30	2	\$250.00	P-2	0.00	NM	2	\$500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>					
		Week: 09/03/12	09/09/12	11-----		2		\$250.00		0.00					
E 3	WPTV	09/03/12	09/04/12	M-F 530-6p M-F 530-6p	CM	530-6p	11-----	:30	2	\$850.00	P-2	0.00	NM	2	\$1,700.00



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Contract / Revision **309602** Flight Dates **09/03/12-09/04/12**

Hiatus Dates

Original Date / Revision 08/29/12/ 08/29/12

Order Sep 00:20:00

Advertiser **West / Republican / Congre** Product **Allen West for Congress** Estimate # **Order # 59 w/o 9/3**

														<u>Totals</u>	
Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
E 3	WPTV	09/03/12	09/04/12	M-F 530-6p M-F 530-6p	CM	530-6p	11-----	:30	2	\$850.00	P-2	0.00	NM	2	\$1,700.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		09/03/12	09/09/12	11-----	2		\$850.00		0.00						
E 4	WPTV	09/03/12	09/04/12	M-F 6-630p M-F 6-630p	CM	6-630p	11-----	:30	2	\$1,200.00	P-2	0.00	NM	2	\$2,400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		09/03/12	09/09/12	11-----	2		\$1,200.00		0.00						
E 6	WPTV	09/03/12	09/03/12	M-F 11-1135p M-F 11-1135p	CM	11-1135p	1-----	:30	1	\$950.00	P-2	0.00	NM	1	\$950.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		09/03/12	09/09/12	1-----	1		\$950.00		0.00						
E 7	WPTV	09/03/12	09/04/12	M-F 1135p-1235a M-F 1135p-1235a	CM	1135p-1235a	11-----	:30	2	\$350.00	P-2	0.00	NM	2	\$700.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		09/03/12	09/09/12	11-----	2		\$350.00		0.00						
E 9	WPTV	09/04/12	09/04/12	M-F 5-530p M-F 5-530p	CM	5-530p	-1-----	:30	1	\$800.00	P-2	0.00	NM	1	\$800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		09/03/12	09/09/12	-1-----	1		\$800.00		0.00						
E 10	WPTV	09/03/12	09/04/12	M-F 7-730p M-F 7-730p	CM	7-730p	11-----	:30	2	\$950.00	P-2	0.00	NM	2	\$1,900.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		09/03/12	09/09/12	11-----	2		\$950.00		0.00						
E 12	WPTV	09/03/12	09/03/12	M-F 630-7p M-F 630-7p	CM	630-7p	1-----	:30	1	\$2,000.00	P-2	0.00	NM	1	\$2,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		09/03/12	09/09/12	1-----	1		\$2,000.00		0.00						
E 13	WPTV	09/03/12	09/04/12	M-F 9-10a M-F 9-10a	CM	9-10a	11-----	:30	2	\$500.00	P-2	0.00	NM	2	\$1,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		09/03/12	09/09/12	11-----	2		\$500.00		0.00						
E 14	WPTV	09/03/12	09/04/12	M-F 1-2p M-F 1-2p	CM	1-2p	11-----	:30	2	\$250.00	P-2	0.00	NM	2	\$500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		09/03/12	09/09/12	11-----	2		\$250.00		0.00						
E 15	WPTV	09/03/12	09/04/12	M-F 2-3p M-F 2-3p	CM	2-3p	11-----	:30	2	\$250.00	P-2	0.00	NM	2	\$500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		09/03/12	09/09/12	11-----	2		\$250.00		0.00						
E 16	WPTV	09/03/12	09/04/12	M-F 5-6a M-F 5-6a	CM	5-6a	22-----	:30	4	\$250.00	P-1	0.00	NM	4	\$1,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		09/03/12	09/09/12	22-----	4		\$250.00		0.00						
E 18	WPTV	09/03/12	09/04/12	M-F 430-5a M-F 430-5a	CM	430-5a	21-----	:30	3	\$60.00	P-1	0.00	NM	3	\$180.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		09/03/12	09/09/12	21-----	3		\$60.00		0.00						
E 19	WPTV	09/03/12	09/04/12	M-F 6-7a M-F 6-7a	CM	6-7a	22-----	:30	4	\$725.00	P-1	0.00	NM	4	\$2,900.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						



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Contract / Revision **309602** **Flight Dates** **09/03/12-09/04/12**

Hiatus Dates

Original Date / Revision 08/29/12/ 08/29/12

Order Sep 00:20:00

Advertiser **West / Republican / Congre** **Product** **Allen West for Congress** **Estimate #** **Order # 59 w/o 9/3**

														<u>Totals</u>	
Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
E 19	WPTV	09/03/12	09/04/12	M-F 6-7a M-F 6-7a	CM	6-7a	22-----	:30	4	\$725.00	P-1	0.00	NM	4	\$2,900.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/03/12	09/09/12	22-----					4	\$725.00		0.00			
E 21	WPTV	09/03/12	09/04/12	M-F 7-9a M-F 7-9a	CM	7-9a	22-----	:30	4	\$750.00	P-1	0.00	NM	4	\$3,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/03/12	09/09/12	22-----					4	\$750.00		0.00			
E 23	WPTV	09/03/12	09/04/12	M-F 12n-1p M-F 12n-1p	CM	12-1p	11-----	:30	2	\$200.00	P-1	0.00	NM	2	\$400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/03/12	09/09/12	11-----					2	\$200.00		0.00			
E 25	WPTV	09/03/12	09/04/12	M-F 5-530p M-F 5-530p	CM	5-530p	11-----	:30	2	\$650.00	P-1	0.00	NM	2	\$1,300.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/03/12	09/09/12	11-----					2	\$650.00		0.00			
E 27	WPTV	09/03/12	09/04/12	M-F 530-6p M-F 530-6p	CM	530-6p	11-----	:30	2	\$650.00	P-1	0.00	NM	2	\$1,300.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/03/12	09/09/12	11-----					2	\$650.00		0.00			
E 28	WPTV	09/03/12	09/04/12	M-F 6-630p M-F 6-630p	CM	6-630p	11-----	:30	2	\$900.00	P-1	0.00	NM	2	\$1,800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/03/12	09/09/12	11-----					2	\$900.00		0.00			
E 29	WPTV	09/04/12	09/04/12	M-F 630-7p M-F 630-7p	CM	630-7p	-T-----	:30	1	\$1,500.00	P-1	0.00	NM	1	\$1,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/03/12	09/09/12	-T-----					1	\$1,500.00		0.00			
E 31	WPTV	09/03/12	09/04/12	M-F 11-1135p M-F 11-1135p	CM	11-1135p	11-----	:30	2	\$725.00	P-1	0.00	NM	2	\$1,450.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/03/12	09/09/12	11-----					2	\$725.00		0.00			
E 33	WPTV	09/03/12	09/04/12	M-F 9-10a M-F 9-10a	CM	9-10a	11-----	:30	2	\$400.00	P-1	0.00	NM	2	\$800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/03/12	09/09/12	11-----					2	\$400.00		0.00			
E 35	WPTV	09/03/12	09/04/12	M-F 10-11a M-F 10-11a	CM	10-11a	11-----	:30	2	\$325.00	P-1	0.00	NM	2	\$650.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/03/12	09/09/12	11-----					2	\$325.00		0.00			
E 37	WPTV	09/03/12	09/04/12	M-F 11-12n M-F 11-12n	CM	11a-12p	11-----	:30	2	\$250.00	P-1	0.00	NM	2	\$500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/03/12	09/09/12	11-----					2	\$250.00		0.00			
E 39	WPTV	09/03/12	09/04/12	M-F 1-2p M-F 1-2p	CM	1-2p	11-----	:30	2	\$200.00	P-1	0.00	NM	2	\$400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/03/12	09/09/12	11-----					2	\$200.00		0.00			
E 41	WPTV	09/03/12	09/04/12	M-F 2-3p M-F 2-3p	CM	2-3p	11-----	:30	2	\$200.00	P-1	0.00	NM	2	\$400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/03/12	09/09/12	11-----					2	\$200.00		0.00			



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Contract / Revision **309602** Flight Dates **09/03/12-09/04/12**

Hiatus Dates

Original Date / Revision 08/29/12/ 08/29/12

Order Sep 00:20:00

Advertiser **West / Republican / Congre** Product **Allen West for Congress** Estimate # **Order # 59 w/o 9/3**

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Totals	
														Spots	Amount
E 41	WPTV	09/03/12	09/04/12	M-F 2-3p M-F 2-3p	CM	2-3p	11-----	:30	2	\$200.00	P-1	0.00	NM	2	\$400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/03/12	09/09/12	11-----					2	\$200.00		0.00			
E 43	WPTV	09/03/12	09/04/12	M-F 3p-4p M-F 3p-4p	CM	3-4p	11-----	:30	2	\$200.00	P-1	0.00	NM	2	\$400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/03/12	09/09/12	11-----					2	\$200.00		0.00			
E 45	WPTV	09/03/12	09/04/12	M-F 4p-5p M-F 4p-5p	CM	4-5p	11-----	:30	2	\$450.00	P-1	0.00	NM	2	\$900.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/03/12	09/09/12	11-----					2	\$450.00		0.00			
E 47	WPTV	09/04/12	09/04/12	M-F 7-730p M-F 7-730p	CM	7-730p	-T-----	:30	1	\$650.00	P-1	0.00	NM	1	\$650.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/03/12	09/09/12	-T-----					1	\$650.00		0.00			
E 49	WPTV	09/03/12	09/04/12	M-F 730-8p M-F 730-8p	CM	730-8p	11-----	:30	2	\$650.00	P-1	0.00	NM	2	\$1,300.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/03/12	09/09/12	11-----					2	\$650.00		0.00			
E 51	WPTV	09/03/12	09/04/12	M-F 1135p-1235a M-F 1135p-1235a	CM	1135p-1235a	11-----	:30	2	\$275.00	P-1	0.00	NM	2	\$550.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/03/12	09/09/12	11-----					2	\$275.00		0.00			
E 52	WPTV	09/03/12	09/03/12	NBC Monday Prime NBC Monday Prime	CM	8-11p (9:00 PM-11:00 PM)	M-----	:30	1	\$1,500.00	P-1	0.00	NM	1	\$1,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/03/12	09/09/12	M-----					1	\$1,500.00		0.00			
Totals													67	\$38,230.00	